

## A CENTER FOR THE ARTS IN LBTS

by Katrina Rice

Dance Moves is more than just another dance studio. Owner and award-winning dancer Danny Carter promotes his business, located at 220 Commercial Boulevard, as a Center for the Arts in Lauderdale-By-The-Sea. "My goal is to share this place, to help and promote other's dreams and visions to come about. Whether that be in the performing arts or the visual arts. We've had conferences, beach weddings, art shows," says Carter. "I'm passionate about the business part: to help, motivate and inspire another generation. I'm living my dream and my vision. And it gives me tremendous amount of joy. Now I want to help others manifest their own vision."

Some of the varied options that Dance Moves offers the community include Zumba, Yoga and a class called "Expressions of Joy." Dance Moves will also let clients "design a class." Carter also sponsors a "couples class," where couples come to the studio, take a dance class and then have a dinner date nearby. Carter uses this as an opportunity to promote other local businesses in LBTS. As he states, "the community knows that I'm here to support them." People interested in this service can easily contact Carter through his website and he will "design the class just for you." Carter also caters to "different styles of dance and different forms of movement" like Swing Dance, Argentine Tango, and Ballroom, just name a few. You can look at an exact list of classes from week to week on their website, (Dance-Moves.net) under Services.

On top of all of this, Carter personally offers group, couple and private lessons. He not only teaches most styles, he also offers therapeutic classes. Carter refers himself as a "movement coach." He is also certified as a personal trainer. Doctors in Ft. Lauderdale will often send their patients to Carter to use movement for mental or physical therapy. "Some people come to me when they have challenges with expression and self esteem. I help them using dance as a vehicle for self-expression," explains Carter.

Dance as expression is very personal for Carter. "Dancing is how I learned to express myself and it changed my life," he said. He shared a heart-tugging story about growing up with low self-esteem. But when he found dancing, it gave him a voice, helped him in school. He says, "I'll never forget, Jimmy's Disco in 1979, changed my life overnight." He tells how other kids from high school saw him dancing that night and suddenly

people said "hi" to him in halls. "First impressions are very important but if we do not and cannot express ourselves, sometimes we are misunderstood through our silence. So expression can come through movement in art and dancing."

This started Carter's love of dance. He went on to dance in New York, founding the Ballroom Dance Program at New York University in 1987. He participated in the Macy's Thanksgiving Parade in 1992. He has won championships from the 1980's until today. In fact, Carter still competes across the United States. In December, he will compete

with a student in the American Smooth division in the Triple Crown in Orlando, FL. Carter prefers to compete "Pro-Am", as a professional with a student.

Though Carter often goes north or to the west coast to compete, he made his home here in Lauderdale-By-The-Sea. While visiting friends living on the Galt Ocean Mile, Carter fell in love with the area. When he moved, he rented space from a studio that was later destroyed by a hurricane. He started to look for his own place. He heard of an old dance studio in Lauderdale-By-The-Sea. Carter says about his current location, "it had the bones of a previous dance studio many years ago and was being used as a storage space. Now the previous owner comes here for Zumba classes."

About the future, Carter says, "my goal eventually is to take this concept and expand upon it, provide a space, have an environment of an inspiring caliber for others to grow their business--and making more

locations available." He wants to help other artists find space to grow, especially during the current economic conditions. "Locations are closing due to the recession." Carter does warn "I don't promote negativity, so I'm cautious. I require upholding a standard of professionalism." Each of the artists who works out of Dance Moves requires an interview with Carter before setting up shop. However, Dance Moves has open arms to the community and hopes to foster the arts culture in Lauderdale-By-The-Sea through motivation and inspiration.



**Danny Carter invites you to dance!**